

DAIMLER

Fact Sheet for Q4 2010 and Full Year 2010

March 2, 2011

Contents

Daimler Group

- Stock Market Information 3
- Earnings Situation 4 - 9

March 2, 2011

- Mercedes-Benz Cars 10 - 12
- Daimler Trucks 13 - 16
- Mercedes-Benz Vans 17 - 18
- Daimler Buses 19

Stock Market Information

	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Earnings per share (in EUR))11												
basic	0,65	-1,40	1,18	-0,99	1,44	0,04	0,99	-0,34	.	4,28	-2,63	.
diluted	0,65	-1,40	1,18	-0,99	1,44	0,04	0,99	-0,34	.	4,28	-2,63	.
Average number of shares outstanding (in millions) (adjusted for treasury stocks)												
basic	1.024,2	943,5	1.054,5	1.023,8	1.061,3	1.023,8	1.063,0	1.024,0	+4%	1.050,8	1.003,8	+5%
diluted	1.024,2	943,5	1.055,3	1.023,8	1.062,1	1.023,8	1.064,9	1.024,6	+4%	1.051,5	1.003,8	+5%
Number of shares outstanding (at period end, in millions)												
total shares outstanding	1.061,2	1.061,0	1.061,6	1.061,0	1.062,0	1.061,0	1.065,6	1.061,2	+0%			
adjusted for treasury stock	1.024,9	1.023,8	1.060,9	1.023,8	1.061,7	1.023,9	1.065,4	1.024,1	+4%			
Share price Frankfurt (at period end, in EUR)	34,86	19,08	41,92	25,78	46,46	34,41	50,73	37,23	+36%			
Market capitalization Frankfurt (at period end, in billions of EUR)	35,73	19,54	44,47	26,39	49,33	35,23	54,05	38,13	+42%			

Key Figures and Ratios

(in millions of EUR)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Unit Sales (in units)	402.725	332.252	496.481	391.540	475.110	386.461	521.116	441.038	+18%	1.895.432	1.551.291	+22%
Revenue	21.187	18.679	25.107	19.612	25.071	19.310	26.396	21.323	+24%	97.761	78.924	+24%
EBIT	1.190	-1.426	2.104	-1.005	2.418	470	1.562	448	+249%	7.274	-1.513	.
Net profit (loss), Group	612	-1.286	1.312	-1.062	1.610	56	1.140	-352	.	4.674	-2.644	.
Profit (loss) attributable to shareholders of Daimler AG	667	-1.317	1.248	-1.016	1.533	41	1.050	-348	.	4.498	-2.640	.
Depreciation and amortization (including amortization on capitalized development costs, excluding depreciation on leased assets)	818	846	836	777	841	855	869	786	+11%	3.364	3.264	+3%
R&D expenditure total	1.134	1.116	1.236	1.160	1.215	1.055	1.264	850	+49%	4.849	4.181	+16%
Expensed R&D costs	798	785	850	802	898	728	930	581	+60%	3.476	2.896	+20%
Capitalized development costs	336	331	386	358	317	327	334	269	+24%	1.373	1.285	+7%
Amortization on capitalized development costs	176	157	176	160	178	158	189	172	+10%	719	647	+11%
Capital expenditure (Property, plant & equipment)	738	688	643	554	925	624	1.347	557	+142%	3.653	2.423	+51%

Unit Sales

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars*	277.117	231.193	342.461	287.243	317.496	271.917	339.753	303.552	+12%	1.276.827	1.093.905	+17%
Daimler Trucks	70.557	65.405	83.797	54.134	94.813	66.071	106.096	73.718	+44%	355.263	259.328	+37%
Mercedes-Benz Vans	46.655	28.834	59.393	41.871	53.727	40.123	64.449	54.748	+18%	224.224	165.576	+35%
Daimler Buses	8.396	6.820	10.830	8.292	9.074	8.350	10.818	9.020	+20%	39.118	32.482	+20%
Daimler Group*	402.725	332.252	496.481	391.540	475.110	386.461	521.116	441.038	+18%	1.895.432	1.551.291	+22%

* Including Mitsubishi vehicles manufactured and/or sold in South Africa.

Production Volume

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars*	307.826	208.370	326.020	243.626	317.120	287.171	361.490	292.395	+24%	1.312.456	1.031.562	+27%
Daimler Trucks	73.768	58.802	84.409	45.547	100.445	57.332	102.274	73.793	+39%	360.896	235.474	+53%
Mercedes-Benz Vans	49.820	30.554	61.261	34.765	55.919	39.726	60.975	51.622	+18%	227.975	156.667	+46%
Daimler Buses	8.844	7.681	10.757	7.784	10.537	8.733	9.267	8.468	+9%	39.405	32.666	+21%
Daimler Group*	440.258	305.407	482.447	331.722	484.021	392.962	534.006	426.278	+25%	1.940.732	1.456.369	+33%

* Including vehicles manufactured for Mitsubishi Motors Corporation in South Africa.

Revenue

(in millions of EUR)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	11.595	9.067	14.018	10.568	13.661	10.238	14.152	11.445	+24%	53.426	41.318	+29%
Daimler Trucks	4.873	4.918	5.853	4.217	6.433	4.388	6.865	4.837	+42%	24.024	18.360	+31%
Mercedes-Benz Vans	1.697	1.291	1.977	1.481	1.903	1.601	2.235	1.842	+21%	7.812	6.215	+26%
Daimler Buses	1.011	904	1.205	1.103	1.007	1.024	1.335	1.207	+11%	4.558	4.238	+8%
Daimler Financial Services	3.061	3.150	3.322	3.108	3.258	2.864	3.147	2.874	+9%	12.788	11.996	+7%
Reconciliation	-1.050	-651	-1.268	-865	-1.191	-805	-1.338	-882	-52%	-4.847	-3.203	-51%
Daimler Group	21.187	18.679	25.107	19.612	25.071	19.310	26.396	21.323	+24%	97.761	78.924	+24%

Earnings Before Interest and Taxes (EBIT) and Return on Sales (RoS)

(EBIT in millions of EUR, RoS in %)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars)11											
EBIT	806	-1.123	1.376	-340	1.299	355	1.175	608	+93%	4.656	-500	.
RoS	7,0%	-12,4%	9,8%	-3,2%	9,5%	3,5%	8,3%	5,3%	.	8,7%	-1,2%	.
Daimler Trucks												
EBIT	130	-142	300	-508	500	-127	393	-224	.	1.323	-1.001	.
RoS	2,7%	-2,9%	5,1%	-12,0%	7,8%	-2,9%	5,7%	-4,6%	.	5,5%	-5,5%	.
Mercedes-Benz Vans												
EBIT	64	-91	127	-10	122	1	138	126	+10%	451	26	.
RoS	3,8%	-7,0%	6,4%	-0,7%	6,4%	0,1%	6,2%	6,8%	.	5,8%	0,4%	.
Daimler Buses												
EBIT	41	65	79	49	11	23	84	46	+83%	215	183	+17%
RoS	4,1%	7,2%	6,6%	4,4%	1,1%	2,2%	6,3%	3,8%	.	4,7%	4,3%	.
Daimler Financial Services												
	119	-167	171	79	317	101	224	-4	.	831	9	.
Reconciliation												
	30	32	51	-275	169	117	-452	-104	-335%	-202	-230	+12%
Daimler Group												
	1.190	-1.426	2.104	-1.005	2.418	470	1.562	448	+249%	7.274	-1.513	.

Special Items affecting EBIT / A400M

(in millions of EUR)

		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter		Fiscal Year	
		2010	2009	2010	2009	2010	2009	2010	2009	2010	2009
Daimler Trucks	March 2, 2011	-12	-45	-4	-13	-13	10	-8	-47	-37	-95
	Repositioning of Mitsubishi Fuso Truck and Bus Corporation	-5	-	-10	-204	8	-13	4	-28	-3	-245
	Adjustments of health care and pension benefits	-	-	-	-	183	-	-23	-	160	-
DFS	Repositioning of business activities in Germany	-	-	-78	-	-	-	-4	-	-82	-
	Sale of non-automotive assets	-46	-28	26	6	-	3	11	-81	-9	-100
Reconciliation	Sale of equity interest in Tata Motors	265	-	-	-	-	-	-	-	265	-
	Other gains/expenses related to Chrysler	-	40	-	-387	-	48	-	5	-	-294
	Gain related to a legal dispute	-	-	-	-	218	-	-	-	218	-
	Anniversary bonus and allocation to Daimler and Benz Foundation	-	-	-	-	-	-	-213	-	-213	-
	A400M military transport aircraft	-237*								-237*	

* Charges related to the A400M military transport aircraft of EADS are not considered in the calculation of EBIT from ongoing business.

Mercedes-Benz Cars Unit Sales

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	277.117	231.193	342.461	287.243	317.496	271.917	339.753	303.552	+12%	1.276.827	1.093.905	+17%
Western Europe	135.069	133.385	177.867	171.634	153.505	154.739	169.357	163.731	+3%	635.798	623.489	+2%
of which Germany	53.795	59.994	81.956	87.564	73.481	73.378	83.663	76.820	+9%	292.895	297.756	-2%
NAFTA	64.495	51.390	61.008	59.979	63.811	56.271	67.051	67.909	-1%	256.365	235.549	+9%
of which USA	56.145	43.927	51.318	50.714	55.796	48.610	57.195	59.704	-4%	220.454	202.955	+9%
Asia	50.929	25.029	73.808	31.752	68.695	35.786	68.136	46.375	+47%	261.568	138.942	+88%
of which China	26.855	11.215	48.511	14.846	40.748	17.011	43.860	24.379	+80%	159.974	67.451	+137%
Rest of World	26.624	21.389	29.778	23.878	31.485	25.121	35.209	25.537	+38%	123.096	95.925	+28%
of which Mitsubishi vehicles manufactured and/or sold in South Africa	1.181	1.644	981	1.111	1.125	1.206	905	1.313	-31%	4.192	5.274	-21%

Mercedes-Benz Cars Retail Sales*

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Mercedes-Benz Cars	271.711	244.845	335.703	299.533	321.458	281.207	336.356	303.759	+11%	1.265.228	1.129.344	+12%
Western Europe	139.228	141.389	178.561	181.549	156.542	155.927	163.804	166.908	-2%	638.135	645.773	-1%
of which Germany	54.308	60.770	81.340	86.883	73.943	73.708	83.477	76.613	+9%	293.068	297.974	-2%
NAFTA	58.601	51.916	66.577	57.545	65.968	62.538	67.348	65.461	+3%	258.494	237.460	+9%
of which USA	50.621	45.255	56.392	48.497	57.496	54.220	57.802	57.166	+1%	222.311	205.138	+8%
Asia	48.489	31.090	61.546	34.945	69.637	38.832	72.012	47.247	+52%	251.684	152.114	+65%
of which China	24.549	11.796	37.166	16.444	43.007	18.315	47.600	25.406	+87%	152.322	71.961	+112%
Rest of World	25.393	20.450	29.019	25.494	29.311	23.910	33.192	24.143	+37%	116.915	93.997	+24%

* Excluding the Mitsubishi vehicles produced and/or sold in South Africa.

Mercedes-Benz Cars Market Shares

(in %)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change in % pts.	2010	2009	Change in % pts.
Western Europe	4,5	4,6	4,7	4,9	4,8	4,6	4,9	4,8	+0,1	4,8	4,7	+0,1
of which Germany	9,2	8,3	11,3	7,9	10,8	8,0	11,2	9,8	+1,4	10,6	8,4	+2,2
USA	2,0	2,1	1,9	1,9	1,9	1,8	1,9	2,2	-0,3	1,9	2,0	-0,1
China	0,8	0,7	1,0	0,7	1,4	0,7	1,3	0,9	+0,4	1,2	0,8	+0,4
Japan	0,8	0,8	0,7	0,7	0,8	0,8	0,9	0,7	+0,2	0,8	0,7	+0,1

Daimler Trucks Unit Sales

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	70.557	65.405	83.797	54.134	94.813	66.071	106.096	73.718	+44%	355.263	259.328	+37%
Western Europe	9.466	12.216	11.686	9.262	14.656	10.031	19.611	12.777	+53%	55.419	44.286	+25%
of which Germany	4.729	6.819	6.320	4.965	8.262	5.986	10.980	7.181	+53%	30.291	24.951	+21%
NAFTA	17.586	16.568	18.643	12.945	19.793	14.771	20.698	17.416	+19%	76.720	61.700	+24%
of which USA	15.089	13.748	15.545	10.812	15.847	13.075	16.157	14.726	+10%	62.638	52.361	+20%
Latin America (excl. Mexico)	13.014	7.282	14.208	8.433	14.709	10.149	16.224	11.205	+45%	58.155	37.069	+57%
Asia	22.087	22.135	29.310	16.655	34.135	24.122	34.825	23.835	+46%	120.357	86.747	+39%
of which Japan	4.898	6.377	6.557	6.084	6.788	5.135	6.547	5.506	+19%	24.790	23.102	+7%
Rest of World	8.404	7.204	9.950	6.839	11.520	6.998	14.738	8.485	+74%	44.612	29.526	+51%

Daimler Trucks Retail Sales

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	69.471	67.232	84.080	57.364	94.274	66.058	104.184	73.858	+41%	352.009	264.512	+33%
Western Europe	9.544	13.826	11.977	10.993	14.535	11.624	18.776	12.838	+46%	54.832	49.281	+11%
of which Germany	4.729	6.819	6.320	4.965	8.262	5.986	10.980	7.181	+53%	30.291	24.951	+21%
NAFTA	16.694	16.642	18.256	14.137	19.293	12.999	19.616	17.358	+13%	73.859	61.136	+21%
of which USA	14.453	14.050	15.390	11.766	15.570	11.319	15.559	14.933	+4%	60.972	52.068	+17%
Latin America (excl. Mexico)	13.014	7.285	14.208	8.437	14.709	10.142	16.224	11.205	+45%	58.155	37.069	+57%
Asia	22.192	22.249	29.589	16.918	34.206	23.713	34.710	23.819	+46%	120.697	86.699	+39%
of which Japan	4.898	6.377	6.557	6.084	6.788	5.135	6.547	5.506	+19%	24.790	23.102	+7%
Rest of World	8.027	7.230	10.050	6.879	11.531	7.580	14.858	8.638	+72%	44.466	30.327	+47%

Daimler Trucks Incoming Orders

(in units)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Daimler Trucks	72.119	39.540	97.520	55.782	95.713	74.596	104.832	76.667	+37%	370.184	246.585	+50%
Western Europe	11.542	7.215	14.717	8.286	14.860	9.236	15.749	11.773	+34%	56.868	36.510	+56%
of which Germany	6.067	4.623	7.868	4.850	7.726	5.274	7.768	6.052	+28%	29.429	20.799	+41%
NAFTA	8.682	10.841	19.678	8.837	16.688	23.796	33.938	20.099	+69%	78.986	63.573	+24%
of which USA	6.008	9.684	15.168	7.520	13.875	22.101	30.441	16.743	+82%	65.492	56.048	+17%
Latin America (excl. Mexico)	13.075	6.475	13.496	8.517	14.911	10.280	14.537	10.852	+34%	56.019	36.124	+55%
Asia	28.240	11.800	35.405	23.504	35.135	23.092	28.311	23.227	+22%	127.091	81.623	+56%
of which Japan	5.236	5.503	7.066	5.131	6.805	5.027	6.187	5.207	+19%	25.294	20.868	+21%
Rest of World	10.580	3.209	14.224	6.638	14.119	8.192	12.297	10.716	+15%	51.220	28.755	+78%

Daimler Trucks Market Shares

(in %)	1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
	2010	2009	2010	2009	2010	2009	2010	2009	Change in % pts.	2010	2009	Change in % pts.
Trucks Europe / Latin America March 2, 2011												
(Mercedes-Benz)												
Western Europe MDT/HDT	22,7	22,3	23,2	24,3	24,5	21,8	25,4	23,3	+2,1	24,3	23,0	+1,3
Germany MDT/HDT	40,9	45,1	39,0	43,5	40,0	39,1	41,7	39,6	+2,1	40,5	41,6	-1,1
Brazil MDT/HDT	29,9	27,1	28,0	29,2	25,5	30,1	27,3	27,5	-0,2	27,4	28,5	-1,1
Trucks NAFTA												
(Freightliner/Sterling/Western Star)												
NAFTA Class 8	32,4	34,0	32,4	33,2	30,8	28,5	33,6	29,9	+3,7	32,4	30,9	+1,5
NAFTA Class 6-7	27,8	31,5	28,7	27,2	35,8	25,1	27,4	26,7	+0,7	29,9	27,2	+2,7
Trucks Asia												
Japan Trucks Total	16,9	20,3	18,7	22,6	20,4	20,7	21,3	18,4	+2,9	19,8	20,2	-0,4

Mercedes-Benz Vans Unit Sales

		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
		2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Wholesales (in units)	011	46.655	28.834	59.393	41.871	53.727	40.123	64.449	54.748	+18%	224.224	165.576	+35%
Western Europe		34.755	21.874	41.450	32.915	35.575	30.606	44.995	42.739	+5%	156.775	128.134	+22%
of which Germany		12.719	9.559	16.005	15.999	15.285	14.451	18.184	18.176	+0%	62.193	58.185	+7%
Eastern Europe		2.721	2.159	4.002	3.186	4.017	2.638	5.664	2.997	+89%	16.404	10.980	+49%
NAFTA		2.961	514	3.448	199	3.559	1.019	3.348	859	+290%	13.316	2.591	+414%
of which USA		2.416	248	2.736	40	2.834	775	2.496	541	+361%	10.482	1.604	+553%
Latin America (excl. Mexico)		2.745	1.876	3.196	2.071	2.987	2.488	3.600	3.018	+19%	12.528	9.453	+33%
Asia		1.176	907	4.866	1.342	5.522	1.166	4.826	1.845	+162%	16.390	5.260	+212%
of which China		261	207	3.359	298	4.498	232	4.033	565	+614%	12.151	1.302	+833%
Rest of World		2.297	1.504	2.431	2.158	2.067	2.206	2.016	3.290	-39%	8.811	9.158	-4%

Mercedes-Benz Vans Retail Sales and Market Shares

		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
		2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Retail sales (in units)	011	44.396	37.805	55.694	47.622	54.431	46.979	62.331	57.400	+9%	216.852	189.806	+14%
Western Europe		33.386	27.791	40.554	35.941	37.353	34.340	42.684	43.018	-1%	153.977	141.090	+9%
of which Germany		12.719	9.559	16.005	15.999	15.285	14.451	18.184	18.176	+0%	62.193	58.185	+7%
Eastern Europe		2.767	2.929	3.814	4.003	4.084	3.116	5.650	3.991	+42%	16.315	14.039	+16%
NAFTA		2.015	1.836	2.609	2.216	3.280	3.572	3.919	2.577	+52%	11.823	10.201	+16%
of which USA		1.564	1.406	2.044	1.789	2.538	3.091	2.933	2.107	+39%	9.079	8.393	+8%
Latin America (excl. Mexico)		2.999	2.434	3.091	2.143	3.050	2.278	3.468	2.943	+18%	12.608	9.798	+29%
Asia		1.134	1.168	3.415	1.467	4.557	1.392	4.273	1.952	+119%	13.379	5.979	+124%
of which China		270	215	2.028	274	3.533	266	3.349	572	+485%	9.180	1.327	+592%
Rest of World		2.095	1.647	2.211	1.852	2.107	2.281	2.337	2.919	-20%	8.750	8.699	+1%
Market shares (in percent)													
Western Europe midsize/large		17,7	16,7	17,4	16,7	18,3	17,8	17,8	20,4	-2,6 pts.	17,8	18,2	-0,4 pts.
Germany midsize/large		24,5	23,1	25,8	24,6	27,0	27,5	26,3	31,6	-5,3 pts.	26,1	27,6	-1,5 pts.

Daimler Buses Unit Sales and Market Shares

		1st Quarter		2nd Quarter		3rd Quarter		4th Quarter			Fiscal Year		
		2010	2009	2010	2009	2010	2009	2010	2009	Change	2010	2009	Change
Wholesales* (in units)	11	8.396	6.820	10.830	8.292	9.074	8.350	10.818	9.020	+20%	39.118	32.482	+20%
Western Europe		1.072	1.119	1.724	1.669	1.638	1.713	2.734	2.718	+1%	7.168	7.219	-1%
of which Germany		418	429	481	615	645	672	1.091	1.115	-2%	2.635	2.831	-7%
Eastern Europe		166	520	367	296	307	280	422	195	+116%	1.262	1.291	-2%
NAFTA		485	1.156	1.133	957	1.131	866	1.129	920	+23%	3.878	3.899	-1%
of which USA		161	206	140	210	79	196	197	316	-38%	577	928	-38%
Latin America (excl. Mexico)		5.842	3.366	6.779	4.159	5.355	4.554	5.239	4.207	+25%	23.215	16.286	+43%
Asia		150	184	313	707	367	597	632	488	+30%	1.462	1.976	-26%
Rest of World		681	475	514	504	276	340	662	492	+35%	2.133	1.811	+18%
Market shares (in percent)													
Western Europe heavy		27,0	30,1	32,4	29,6	29,1	29,1	32,0	36,0	-4,0 pts.	29,6	29,6	+0,0 pts.
Germany heavy		56,4	60,9	59,3	56,0	57,3	61,0	51,4	60,9	-9,5 pts.	55,5	59,6	-4,1 pts.
Brazil heavy		56,6	43,1	57,3	51,0	50,0	54,9	47,9	48,8	-0,9 pts.	52,1	50,2	+1,9 pts.

* Due to the sales structure, retail sales correspond with wholesales.